

<b>CASWELL COUNTY SCHOOLS BOARD OF EDUCATION POLICY</b>	<u><b>SCHOOL/COMMUNITY RELATIONS</b></u> <b>News Releases and/or Surveys</b>	<b>310</b>
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The Caswell County School System is a public institution endeavoring to serve the educational needs of the community. It is important that information be disseminated concerning activities and programs in the schools. In order for publicity to be given wide coverage and coordinated in a common effort and purpose, the following procedures shall be followed:

1. The Board Chairman will be the official spokesperson for the Board, except as this duty is delegated to the Superintendent.
2. News releases that are of a District-wide nature or pertain to established District policy are the responsibility of the Superintendent.
3. News releases that are of concern to only one school, or to an organization of one school, are the responsibility of the Principal or designee of that particular school.
4. Any Surveys of a district wide or school nature will be given to the Board of Education prior to distribution and the results of survey will be provided to the Board of Education. State and Federal required surveys do not need board approval before sending out.

While it is difficult to know how news releases will be treated by the press, every possible effort should be made to obtain coverage of school activities that will promote the professional and responsible image of the School District. Every attempt should be made to treat the media fairly and equally when releasing information.